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MARCH/APRIL 1993

VOLUME 4 ISSUE 8

DIGITAL

digital

We have made substantial progress toward our goal of returning our company to profitable growth and a leadership position in our industry. In the last three months we have:

sharply reduced the rate at which we have been losing money and market share - (including reducing our loss by \$US200 million between first and second quarter of this year).

consolidated all engineering and begun to rationalise our engineering investment

introduced leadership price performance Alpha AXP systems.

redesigned our company focus and organisational structure, and established business units to ensure we become customer focused.

brought in new talent to provide additional leadership and experience to our management team, and

begun to restore confidence in our company among our customers, partners and shareholders.

But we are just beginning.

The transformation of Digital can not be done by a single individual or even a leadership team. It requires the full participation of all of you. You understand best what makes your work more efficient, effective and valuable to customers.

Examine all of the activities you are responsible for and ask yourselves whether or not that activity is truly necessary and adds real value to the customer. You have the opportunity to make a difference, and together, we can turn this company around.

BUSINESS UNITS

It is hard for me to overstate the

THE WORD from BOB*



*Edited from the January employee video, available from Rhodes Sales Communications Centre

magnitude of change this represents. Rather than having over 100 business entities with overlapping responsibility, excessive overhead and unmeasurable profit and loss statements, we are putting the company into the hands of nine very focused business units.

Beginning in fiscal year 1994, the nine business units will be responsi-

ble for all of Digital's profit and loss statements. Every other function in the company — sales, marketing, manufacturing, logistics, engineering, everything — will support the nine business units and be funded by them.

The business units fall into two groups. The first of these are five customer business units:

Consumer and Process Manufacturing: John Klein, manager, who joins us after 25 years at IBM;

Communication, Education, and Entertainment: Paul Kozlowski, manager, joining us from GTE Mobile Communications, where he was president;

Discrete Manufacturing and Defence: Frank McCabe, manager.

Financial, Professional and Public Services: Bruce Ryan, acting manager; and

Health Industries, with Willow Shire, manager.

The second aggregation of business units is centred around high volume products and services. The four product and service business units are:

Components and Peripherals: led by Larry Cabrinety;

Storage: led by Charlie Christ;

Multivendor Customer Services: led by John Rando; and

Personal Computers: led by Enrico Pesatori from Zenith Data Systems, where he served as president and chief executive officer.

Good things are beginning to happen at Digital. Change is creating opportunities, and releasing energy, enthusiasm, and excitement. It is the kind of change that is necessary for Digital to be successful in a very competitive global marketplace. ■

Congratulations to us for outstanding results in Q2!!

sexual HARASSMENT in the WORK place

Persistent staring or leering, asking personal intrusive questions, making humiliating jokes about sexual conduct and offering unwelcome sexual advances are all forms of sexual harassment.

It's hard to make an exhaustive list of the forms sexual harassment can take, but essentially it is conduct that is sexual, unwelcome and uninvited. This includes -

- * unwanted physical conduct
- * verbal comments or abuse
- * offensive gestures

A while back Digital appointed Lorraine Smith as Sexual Harassment Officer. If a situation is getting out of hand and you need a third party to intervene, or you just want some advice, you can contact Lorraine.

"Most sexual harassment in the workplace is not complained about and remains hidden," notes Lorraine. "Because allegations of

harassment provoke strong emotions, people are afraid of reprisals and victimisation. I understand that completely and that's why allegations have to be treated impartially and confidentially."

The first step Lorraine will take if a complaint is made is to counsel both parties about the rules of natural justice - right of reply, honesty, trust, confidentiality. She will then aim to resolve the dispute between the two parties.

If that can't happen and a full investigation has to take place, Lorraine will make sure that information on the allegations is only accessible to people whose job it is to deal with complaints. Written records will be kept to a minimum and kept secure.

If internal investigations do not prove satisfactory, Lorraine may suggest taking the complaint to the Anti-Discrimination Board. The next step



on would be the Equal Opportunity Tribunal for a judicial hearing.

"But," says Lorraine, "the Anti-Discrimination Board tells me that most companies like Digital - who are aware of the severity of sexual harassment allegations and have taken formal steps such as appointing an officer to handle complaints - can find a way to resolve the problem internally."

"If anyone would like material on sexual harassment or just some advice, they can give me a call on 5235. It's a sensitive subject and can be a difficult one, but it can be handled well, and with the least amount of damage." ■



Staff from MIS Telephone Support, Sales, Product Management, Logistics and Support came to Digitals defence in a "PAINTBALL" match against OPTUS staff.

According to sources, although we took an early lead, the final score was "pretty much even".

by Corporate Communications
Manager Patrick O'Halloran,
pictured below.

SPR IN THE PUBLIC EYE

SPONSORSHIPS

While sponsorship can never be used as a replacement for advertising, it does form a very effective method of supplementing an advertising campaign and very frequently gives valuable opportunities for us to reinforce our customer and business partner relationships.

Digital in Australia has recently announced one new major sponsorship and renewed two others.

The largest of these is the renewal of our sponsorship with the Sydney Opera House.

In 1987 Digital entered a five year sponsorship agreement with the Sydney Opera House in which we donated to them some computer hardware to run their box office.

In return for this, tickets issued by the box office have the Digital logo printed on their reverse side. There is also a plaque mounted on the wall along side the box office and all computer terminals in the booking office have large Digital signs mounted where they can be easily read by the public.

We also received over this five year period a large number of complimentary tickets that enabled our senior management and senior sales personnel to bring our top customers and prospects to programmes at the Sydney Opera House.

Sponsorship Renewal

Coinciding with the end of this five year period, the needs of the Opera House had exceeded the capacity of the original computing equipment and they were looking for expansion possibilities.

It seemed to us that this was an appropriate time to offer to renew our sponsorship with the donation of a new and much more powerful computer at the top end of our VAX4000 range. This sponsorship was announced by Ron Larkin at a function at the

Opera House that was attended by the PACRIM board, senior Digital management and some 60 of our major customers.

We were also able to take advantage of a number of public events to receive exposure for this sponsorship.

We were announced as a principal sponsor at a

Again we will be receiving a regular supply of tickets to enable our management to entertain senior customers and prospects.

Digital On the Harbour

Another sponsorship that was renewed this year concerned the Sydney to Hobart Race.

Since its inception in 1945, the Sydney - Hobart Race has established an international reputation for the highest standards in organisation and safety.

The Cruising Yacht Club of Australia (pictured bottom, opposite) has led the world in developing procedures and systems to ensure the well-being of the hundreds of sailors who set out for Hobart, 630 nautical miles away, on Boxing Day. We are now part of this system.

Computers at Digital's headquarters in Rhodes monitor the progress of individual yachts in the race, providing continuous information on race positions, position projection and handicapping. The information is relayed to race headquarters at the CYCA, to the Royal Hobart Yacht Club and to media centres in Sydney and Hobart.

Corporately, Digital has been a major sponsor of Americas Cup boats from Australia and the US for many years.

When Dennis Connor regained the Cup for America in 1987 off Fremantle, both contenders carried specially-tailored Digital systems for sail and overall race management. This year Digital was involved in Dennis Connor's race-winning boat *America*³.

Digital has sponsored the CYCA's Winter Series for the last five years and will do so again in 1991.

Both these sponsorships give us the opportunity to establish and strengthen relationships with our major customers and partners.



media function to launch the Opera House's 20th anniversary year.

At another function hosted by the Opera House, our sponsorship was further highlighted. The audience was mostly management from large corporations, many of whom were customers and prospects of ours. Peter Collins, the Minister for the Arts and also for State Development, was one of the speakers who publicly thanked us.

In return for this donation the Opera House has agreed to continue our sponsorship for a further four years and as before, all tickets issued by the box office will carry our logo. We will receive acknowledgement in programmes published by the Opera House Trust and also on a billboard in the Opera House walkway.

Television Coverage

The new sponsorship that was announced was Digital's agreement to become a sponsor of the Australian Rugby Football Union, and in particular to sponsor the 1993 State of the Union series. This is the rugby union series of two matches between Queensland and NSW.

This sponsorship will allow us major publicity in terms of television coverage, ground signage and programme advertising along with the opportunity again to build relationships with senior customers whom we can host to the various football games. ■

CHARITIES

In late September we launched a joint promotion between Digital and IDG Publications in which readers were asked to respond to a coupon run in *PC World*, nominating the charity which could best benefit by being given a DECpc325.

The winning submission would also win a PC.

The initial aims of the promotion were to gain additional exposure for our new PC range and to promote cover sales for *PC World*.

Large ads for the promotion were run in October and November in *PC World*, *ComputerWorld* and *Digital News*. A modest TV campaign using 15 second spots was run through those months on TCN in Sydney.

The free print exposure, featuring a photograph of our PC and described as "PC World's Best Buy" was worth some \$56,000.

Ninety-eight submissions were received from

all States and from as far away as Indonesia. Many were fully-produced documents running to several pages outlining the aims of the non-profit organisation or charity and the way in which a PC would support or extend their service.

The entries make sad reading; charities are obviously stretched by the recession and all but two or three submissions presented detailed pleas for help which are very hard to ignore. The provision of even basic IT support would make a real difference to their efforts.

Submissions from a number of researchers at universities working on such areas as deafness in newborn babies and cancer rehabilitation for children were among the responses.

The rest covered the gamut from The Smith Family and the Salvos to volunteers in rural areas giving suicide counselling to unemployed youth.

From a short list of six, we gave the PCs to an organisation called the Head Injured Association of WA. Their submission was written by an out of work geologist, a volunteer who works to rehabilitate people head-injured at work, in cars and so on.

He has been using an old PC to work up a programme of graphics to stimulate brain activity and manual co-ordination, and plans to set up a computer network so that more people can participate. Many of their clients are home-bound and he wants to establish e-mail links among them as well.

He has also been working at home on fractals in geology as a re-training exercise and has been recently accepted as a mature-age student by Curtin University.

The association won because of the social quality of their work, the fact that they had no IT support at all, the clarity of their submission and because their plans for our two PCs were innovative and practicable.

WPO's Mike Shade made the presentation of the PCs to the organisation just before Christmas.

The response exceeded our expectations and we are exploring ways in which we can help some of the other needy organisations. ■



Late last year our Rhodes headquarters featured this massive star fixed to the Concord Road aspect. The star was purchased from the Starlight Foundation which grants wishes to children with terminal illnesses.



three cheers for lane cove



Back in the October issue of *Digitalk* we let you know that our Manufacturing and Logistics team was waiting to hear about their entry in the prestigious Australian Quality award.

Well the winner has been announced and we are proud to note that while we did not get top place, we did win a commendation for high achievement in the subsidiary/division section of the awards.

Our Lane Cove staff of 140 won the Commendation for High Achievement through demonstrating their total commitment to Total Quality Management (TQM) practices.

"Embracing TQM philosophy has enabled us to make some dramatic achievements in our business in a background of severe competitive pressure," commented proud Logistics manager Peter

Meyer. "TQM practices have enabled Digital to generate exports worth more than \$100 million from a very modest beginning five years ago."

According to Peter, TQM involves continuously improving our processes through simplification, waste reduction and people empowerment.

"This recognition is only a small step in our total quality mission - it is a long and hard journey and we need support and encouragement to continue this effort.

"Our success in this year's awards is a milestone in a process which will go on for years. Under the awards scheme we have benchmarked ourselves against our Australian peers - now we will also do so against the international competition." ■

hassle-free software club takes off

The Software Select Club (SSC - see last issue) has taken off with a bang and at the time of writing we've already joined up such customers as CSIRO, the University of Sydney, Jones Lang Wootton and TAFE.

One of the major benefits available to customers is the increased speed and hassle-free method of receiving software loans. It used to take over a week with the need for several signatures, contracts, couriers, decisions and delivery. Now for SSC members, there's nothing to sign, and loans are only a phone call and 48



SSC Manager Fidelma Warner

hours away!

So far, only our NSW customers have received invitations to join, but this month we will be extending the offer of the SSC to all customers.

The first customers to join the club were automatically entered into the "Select Weekend" competition, which was drawn on December 23. The winner, John MacDonald of the Wool Technology Division at CSIRO, received a trip for two to the luxurious Hyatt Coolum resort, including airfares and two night's accommodation. ■

Work Experience for Executives



By the end of this month Richard Hunt, pictured right, will have a good grasp on how things work in the computer industry - just in time to go back to his job in the Federal Customs Department!

Richard, an executive with the Australian Public Service, is on a 12-month 'work experience' programme covering various sectors and industries under the government's Executive Development Scheme.

Since November last year Richard, who signed a non-disclosure agreement with us, has been working with Marianne Starkey on a project in our Quality Initiative. Prior to joining us he worked on developing

the Coalition's defence policy and before that Richard was in the Office of Public Sector Management.

"The programme is obviously of tremendous value to someone like Richard who has been targeted as a manager with potential, but it is also extremely valuable to us as a means of building up relationships in the public sector," says Marianne.

Richard adds that, "My time with Digital is providing a valuable insight into how the company is adapting to the competitive pressures of the 1990s and beyond. I certainly appreciate the opportunity to work with Digital and would like to thank all for their openness and co-operation." ■



Geoff Groves, Manager of the VASTE programme

VASTE - Volunteers Assisting Students Towards Employment - is a clever scheme established last year to provide work experience for unemployed computer graduates from the five tertiary institutions in WA.

Along with Microsoft, our Perth branch became involved in the scheme during the first 6 months after its inception.

Overall, the VASTE scheme now has 30 graduates involved in nine projects

working
against

UNEMPLOYMENT

mainly in the metropolitan area.

According to Mike Shade, WA General Manager, the initiative has been a tremendous success in providing motivation and work experience for the graduates, with some 20 participants finding work to date. ■

technology watch

You can thump a melon or squeeze a grape to guess how ripe it is, but until now you never knew how sweet your fruit is until you take a bite.

Agricultural engineers have now developed a device that uses magnetic resonance imaging to detect sugar molecules in produce. Since the ripeness of fruits and vegetables is related to their sugar content, supermarkets will be able to tell which they could store and which they should sell immediately. ■

MAKING THE MOST OF ALL-IN-1

Q Can I check how much of my disk quota is still available from ALL-IN-1?

A Yes. From the Electronic Messaging menu, type CQ (Check Quota). It will tell you how many disk blocks you have available.

Q If I'm running low on disk space and want to clean up my account, how can I determine which documents are the largest and should be removed first?

A From the EM menu type SI (size). This will produce a listing of all your documents including their sizes. You will be given several choices on how to sort this list, either by folder, title, author, document number or size (the default). After a short wait you will then be asked which document destination the listing should be sent to.

Some documents will be listed with a size of "Shared". These are stored in the ALL-IN-1 shared area and do not take up disk space in your personal account. Shared documents are moved in to your personal account 28 days after transmission which is why your quota can appear to diminish overnight.

Q If I don't want to print the document listing can I specify something other than a print queue when prompted for the document destination?

A Instead of a print queue name, you can also specify the following document destinations - TERMINAL to display it on your screen, DOCUMENT to save it in an ALL-IN-1 document, FILE to save it in a VMS file. In fact, you can specify these destinations whenever you choose to Print a document. ■

alpha update: POSITIVE press

Leading computer trade magazine editors worldwide have recognised our Alpha AXP microprocessor and systems as being among the best technology introduced during 1992:

BYTE (January, 1993): The DECchip 21064 microprocessor (the Alpha AXP chip) receives an "Award of Excellence".

CORPORATE COMPUTING (January, 1993): The DEC 3000 AXP workstation is recognised as one of the 50 "best buys for 1993... that will make a crucial difference in the way your company does

enterprise computing in 1993."

UNIX WORLD (January, 1993): The Alpha AXP computer series is named one of "the best products of 1992" in the UNIX market.

DIGITAL NEWS & REVIEW (January 18, 1993): The Alpha AXP architecture receives an "Editor's Select Award" for "fundamentally improving the way in which computers can be applied to solve strategic applications problems."

PERSONAL COMPUTER WORLD (February, 1993): The DECchip 21064 receives "the most innovative hardware product award" for 1992 from this UK publication. ■

α alpha donαtion

We have given nine of our new Alpha AXP 64-bit computers to universities and research organisations around Australia to support research made possible by the new technology.

Our Alpha AXP computer chip, the world's fastest, will allow Australian researchers to undertake tasks that are difficult and time-consuming with existing 32-bit computing architecture.

The computers will go to

divisions of the CSIRO, the Centre for Information Technology Research at Queensland University, the University of Sydney and the Defence Science and Technology Organisation.

"Digital makes equipment grants like these to allow researchers to develop ground-breaking technology which can be made available to the international scientific and business community," said Fred King, manager of our external research programme. ■

EMPLOYEE STOCK PURCHASE PROGRAMME (ESPP) AVAILABLE TO ALL

by Robin Doube

The first six month payment period has now been successfully completed and it's time for an update on the ESPP programme.

During the first period, 12% of employees bought stock, purchasing their shares at A\$42.10, while the Fair Market Value of the shares was A\$49.33

At the same time, employees were able to request for immediate sale of those shares (known as "auto buy/sell").

All participating employees received an "Employee Statement"

from the Australian ESPP system which provided details of the transactions during the six month payment period.

Employees also received a statement of ownership from Investor Services as evidence of their share ownership and or subsequent sale if applicable. A Statement of Ownership enables the holder to negotiate the sale of those shares through Investor Services at any time.

The second payment period has now commenced. Employees are able to participate provided

they have completed six months of continuous service with Digital. They then have to complete an "Acceptance and Authorisation" form obtained from the ESPP prospectus which is available from Robin Doube @SNO.

The process to contact Investor Services is via em to Investor Services @MSO.

Please contact Robin if you are interested in this programme. ■

DIGITAL-SPONSORED AWARDS FEATURE YOUNG AUSTRALIAN DANCERS

Australia's young female dancers swept the board at the 1993 Digital Genée Awards, held at the Royal Festival Hall in London on Sunday, January 3.

A total of 24 entrants came from all over the world to take part this year in these leading awards for classical ballet dancers under the age of 19.

The Gold medalist was 18 year old Simone Goldsmith from Victoria (pictured), a recent graduate of the Australian Ballet School. Simone performed the Sugar Plum Fairy solo from The

Nutcracker, winning herself £2000 as well as the Gold.

Caroline Small (16) and Sacha Wakelin (18), both training at the Australian Ballet School, won Silver medals and £1500 each. The two Bronze medals went to Melissa Carroll and Natalie Hammond, both 18 and from New South Wales, who win £1000 each.

Among the boys, the 17 year old Israeli Shimon Kalichman was awarded Silver and the British finalist Darren Goldsmith won Bronze. Darren, aged 18, is a student at the Royal Ballet School.

The winners' cash prizes will go towards further training. ■



WINNING STREAK

Account: Workcover Authority Of NSW
 Order By: Jennifer Holmes ✓
 Assisted By: Virginia O'Loughlin and Greg Mulhearn ✓
 (programme and project management),
 ✓Chris Chapman and Phyl Blehnerhasset
 (contract negotiation), Carol Crawford
 (Systems Integration), Paul Wickham ✓
 (Services), Alan Homulos, Ken Cooling,
 ✓John Cupit (Open Systems and Desk-
 top), Simon Lam (networking), Paula
 Marca and Jodie Noble (administration).
 Locations: Sydney and NSW country
 Value: The initial project to be implemented
 will be Workcover's Application Devel-
 opment Environment (\$1.3M). The
 contract value over the coming years is
 expected to be worth in excess of \$5M.
 Application: Contract for Digital to act as prime
 contractor and systems integrator for all
 Workcover's IT requirements over the
 next 5 years. It is intended to serve
 Workcover's needs through to the next
 century.

Account: Conservation & Land Management
 (CALM):
 Order By: Murray Rosa ✓
 Assisted By: Mal Cole and Steve Cooper ✓
 Location: WPO
 Value: \$810,000
 Application: Systems integration

Account: BASI (Bureau of Air Safety Investigation)
 Order By: John Beeston ✓
 Assisted By: David Hollway, Peter Cross, Dawn
 ✓Forster, Lee Flanagan, Trevor Gregory
 Locations: CAO
 Value: \$420,000
 Application: Air Incident Recording & Analysis. This
 is the first Alpha AXP order for CAO.

Account: Telecom Operator Assisted Services
 Order By: Jim Wade ✓
 Assisted By: Rashmi Limay and Peter Cross ✓
 Location: NSW
 Value: \$70,000
 Application: Maintenance of all approximately 300
 IBM PS/2 PCs used throughout NSW by
 this Telecom Group. Jim believes that it
 is the first contract for this service that
 we have received in Telecom.

Account: Australian Wheat Board
 Order By: Lynn Walter-Kopp ✓
 Assisted By: Les Yemm ✓
 Location: Melbourne
 Value: \$250,000
 Order: Management Consulting: RAMS and
 TOP Mapping.

WORLD UPDATE

"Managing AIDS," the cover story in the February 1 issue of "Business Week" magazine, focused on two Digital employees - sales representative Frank Daloisio and his manager, Jean Langone Smith, of the Blue Bell, Philadelphia office.

Frank, who is HIV-positive, and Jean agreed to be interviewed for the article which tells "how one American middle manager struggled with AIDS at the office. Managing AIDS successfully distills into patience, empathy and flexibility. For managers who are focused on profits, that involves an awkward - if humanising - shift in perspective."

Digital's HIV/AIDS Programme Manager Paul Ross said in the article that Frank and Jean were "able to move

forward because Digital put resources in place - early - and they were able to draw on that."

South Africa

A small team of Digital employees from both Europe and the US is currently in South Africa for the purpose of studying and evaluating the changes that are taking place there, and the impact that those changes might have on Digital.

More than 20 years ago, Digital made a decision not to conduct business in the Republic of South Africa and the company has never had operations there. In terms of market size, South Africa is probably the largest country in the world without a Digital presence. It currently has annual expenditures for

information technology estimated at \$2 billion.

Malaysia

Malaysia recently launched its first private training centre specialising in open systems as a result of a training alliance between the Higher Education Learning Programme (HELP) Institute and Digital Equipment (Malaysia).

Focusing on open systems education, the centre's curriculum includes UNIX, SCO UNIX and OSF/1 in order to develop Malaysia's information technology industry to a level on par with industrialised nations. The HELP-Digital Open Systems Centre is networked to several Digital facilities. ■

AROUND the TRAPS

by Walter Burroughs

MELBOURNE: After several hectic months of detailed property negotiations and then working on an unique fitout solution the new Saint Kilda Road property is nearing completion. While the timetable is tight we are hopeful of relocating from Exhibition Street and Box Hill in March.

RHODES: The Customer Centre project has been postponed until FY 94.

A new Fitness Centre pictured has commenced operation with an initial influx of 170 Digits making good their new year resolutions and signing up for a super fit programme.

Space has been provided for the long awaited staff shop which will open later in the year.

GLADSTONE & TOWNSVILLE: A successful move to new premises has been completed. ■

PC CORNER:

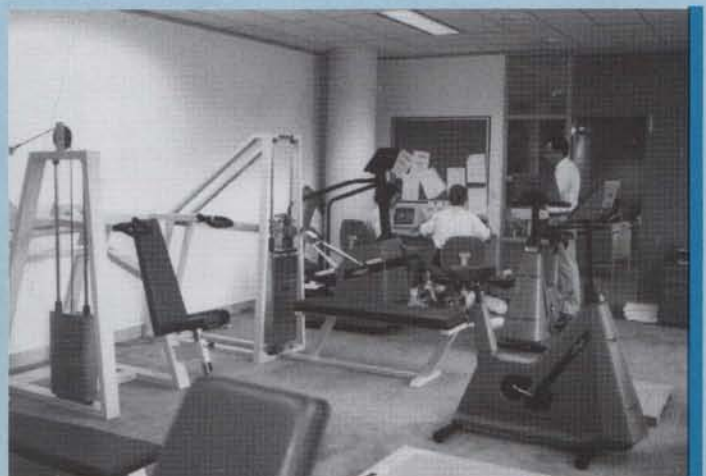
DIGITAL NOW RANKED among leading PC vendors

Digital was the fastest-growing PC vendor in 1992 and has penetrated the Top 10 PC makers ranking for the first time, according to a monthly market study published by Computer Intelligence of La Jolla, California.

Each month, Computer Intelligence conducts in-depth interviews with 4,500 computer purchasing managers at large and small establishments in the US. Computer Intelligence publishes its findings from these interviews

in its monthly *PC Market Monitor*. Meanwhile, for the second straight year, Digital was rated the most-improved PC vendor in a survey of more than 3000 PC users.

The survey, by *Datamation* magazine and research firm Cowen & Co, rated 20 leading PC vendors. Digital's net gain of 48 percent increased favourability was higher than any other PC vendor's. The 1992 survey said 50 percent of Digital PC users have a "more favourable attitude" toward Digital than they did last year, while only two percent said they had a less favourable attitude. ■



CAREER MILESTONES

February 88

- ✓ Alec Coleman DS SNO
- ✓ Geoff Dove LAW SNO
- ✓ Frank Early SLS WPO
- ✓ Charlie Graham DS HMO
- ✓ Asyat Haddad CS SNO
- ✓ Felix Lam IS SNO
- ✓ Maria Lentakis SLS SNO
- ✓ Rick Logan DS ALI
- ✓ Denyse McClements DS WPO
- ✓ Andrew McCoy DS MEA
- ✓ Peter Ohtara MFG SNL
- ✓ Sharon Reid EDU MEA
- ✓ Sue Richards CS NLO
- ✓ Raji Sivalohan FA SNO
- ✓ Sue Skoog SLS SNO
- ✓ Allan Tully DS MEO
- ✓ Daniel Jeyachandran CS SNS
- ✓ Ralph Stadus MKT SNO
- ✓ Alphonse Stanislaus CS SNO

- 78 Mary Choy MFG SNL
- ✓ Ron Price DS ADO
- ✓ Julie Tyson OPS TVO
- 73 Doug Stracey DS SNO
- ✓ Brenda Williams SLS BBO
- ✓ Lee Winstrom DS SNO

March 88

- ✓ Debra Apostoloff OPS CAO
- ✓ Paul Butler CS NZO
- ✓ Pascal Coutier DS SOP
- ✓ Joe Fruci DS MEO
- ✓ Michael Gonzales FA SNO
- ✓ Mohan Kulhalli CS SNO
- ✓ Richard Munn DS WAJ
- ✓ Bob W Smith DS SOP
- ✓ Johannes Sulistija MFG SNO
- ✓ Hugh Thomas NAC OZY

- 83 Robin Elvery SB NZO
- ✓ Grant Phillips CS SNL
- ✓ Peter Stoddart CS RWO
- 78 Ronald Cheong CS SNL
- ✓ Hugh Johnson SLS SNO
- ✓ Colin Kidd MKT SNO
- ✓ Wayne Rasmussen DS SNO

- ✓ Mark Nixon MFG SNO
- ✓ Peter Palethorpe SLS SNM
- ✓ Keith Parris SLS MEO

April 88

- ✓ Steve Bruce MFG SNL
- ✓ Jackie Burrows MFG SNL
- ✓ Sergio Cantero MFG SNL
- ✓ Cantlon Rick CS SNO
- ✓ Ernie Carapellotti DS MEA
- ✓ Brian Carroll CS NZO
- ✓ Heather Ceravolo OPS MEO

- 83 Lily Djevahirdjian OPS SNO
- 88 John Gillings CS SNO
- 85 Mike Hodgson DS WPO
- 88 Darren Leffanue DS MEA
- 89 Mike Patroni CS SNO
- 88 Richard Sharpe DS ADO
- 88 Eric Skilling FA CAO

- 83 Catherine Byatt DS SNO
- ✓ Mick Duncan SLS SNM
- ✓ Kim James MFG SNL
- ✓ Gary Pope SLS SNM
- ✓ Anthony Ryan CS SNS
- ✓ Srinivasan Sankaranarayan CS SNO
- ✓ Geoff Slocombe MKT SNM
- ✓ Joe Talese FA SNO
- 78 Joe Bersinic CS CAO
- ✓ Trevor Gregory MKT SNO
- ✓ John Tighe CS SNS
- ✓ Ole Wulff DS CAO

B E Y O N D the call of duty

SHOWING

Seven days a week, 24 hours a day, our Customer Response Group is the first port of call for customers in need of service on both Digital and multi-vendor equipment.

✓ Twenty two staff, including supervisors Narelle Lodge, pictured left and Liz James, pictured right, take it in shifts to handle nation-wide calls as well as dealing with software issues from Fiji and New Zealand.

Though it is the responsibility of the CRG to log calls, check on export compliance and assign an engineer to the job as efficiently and quickly as possible, it seems this group goes

beyond the call of duty.

Feedback from customers in both formal and informal surveys reveals that our call-handlers are renowned for their helpfulness, expertise, professional attitude and their commitment to quality service.

The CRG centre, located just to the right of the staff entrance at Rhodes, is open 7am to midnight Monday to Friday and 9am to 5pm Saturday and Sunday. Beyond those hours staff are on stand-by with a national paging service.

The CRG is part of our Digital Services - Customer Support Centre, which is recognised as a major service differentiator for Digital within the South Pacific Region. ■

SMART 93 is the unique combination of APICS (Australian Production Inventory Control Society), LMA (Logistics Management Association) and AIMM (Australian Institute of Material Management).

This will be the Manufacturing and Distribution event of 1993 for Australia and New Zealand and we are proud to be the only major Information Technology Services company to sponsor this prestigious event.

This event will be run from March 30 to April 1 at Sydney's Darling Harbour Convention Centre. We will provide senior international speakers and feature our major Software partners in the Manufacturing and Distribution space. ■



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